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This commemoration stamp marks the 100th anniversary of the completion of the Panama railroad across the Isthmus, will be issued soon.

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Change gears before crossing

CAR-TOONS



1952 OLDSMOBILE ROCKET 88 SEDAN, complete with hydramatic drive, custom radio and good rubber. This car has been thoroughly reconditioned and is ready to go.

1951 OLDSMOBILE ROCKET 88 SEDAN, featuring hydramatic drive, nylon tires and a radio. A dandy buy in big car value.

1951 PONTIAC DELUXE SEDAN, equipped with the famous Powerglide transmission. This is a reconditioned unit that is ready for the road.

1951 CHEVROLET 1-TON TRUCK in top shape. This unit is equipped with a heater, radio and visor.

1950 INTERNATIONAL 3-4 TON TRUCK with excellent rubber. A safe buy unit that will give you miles of service.

EDEFORD MOTORS
YOUR MODERN GARAGE
CHEVROLET OLDSEMOBILE

FOR SALE OR TRADE — 1947 3-ton Ford truck. Grain loader and stock racks. A-1 motor and rubber. Apply B. W. Barrett, phone 3-316.

CALL FOR NOMINATIONS
FOR BOARD OF
SCHOOL DIVISION
OLDS SCHOOL DIVISION
NO. 31

Nominations for the office of divisional trustee for Subdivisions No. 5 and 6 of the Olds School Division No. 31, of the Province of Alberta will be received by the trustee at his office in the Town of Didsbury, Alberta, until 5 o'clock on Monday, the 31st day of January, 1955.

Nomination and acceptance forms (Forms G and H) may be obtained from the secretary of your School District, or from the undersigned.

S. J. GILSON, Secretary,
Olds School Division No. 31,
Didsbury, Alberta.

NOTE — The present Board Member of the School Division No. 5 is Mr. R. Rankin, Sundre, Alberta; and for Subdivision No. 6, Mr. T. Morris, Didsbury, Alberta.

DATED AT Didsbury, this 5th day of January, 1955.

J. RIDDOCH,
Secretary-Treasurer

REGULAR MEETING OF LONE PINE ORIOLES

The December meeting of the Lone Pine Orioles was held at the home of Gloria and Joyce Schumaker, with 17 members present. Meeting opened with a song and repeating of the creed.

Roll call was answered with a gift to the Junior Red Cross. Barbara Weber joined as a new member.

Mrs. Bittner was instructed to get rings, crests and skirt material for the new members.

Sandra Brander had the "bit of fun" which was won by Beverly Thompson from the junior club and Grace Weber for the seniors.

The ten-cent draw netted \$3.90 and was won by Gloria Schumaker. Each member drew a gift from the Christmas pie. Meeting closed with "The Queen" and a lovely lunch was served.

FOR SALE — Quarter section of land, good buildings. Apply J. W. Neufeld, or at H. E. Oke. 1tp

STRAYED TO MY PLACE — One

old, rather, no brand, not vaccinated. Any missing one of

the above please check with H. R. Campbell, RR2, Didsbury. 3-316

BOARD AND ROOM AVAILABLE
Phone 302, Didsbury. 2-316

LOST — Man's light brown top coat. Phone 90, Didsbury. 1-16

NOTICE
PREPARATION OF ASSESSMENT
ROLL — 1955
MUNICIPAL DISTRICT OF
MOUNTAIN VIEW NO. 49

NOTICE is hereby given that the assessment of the previous year has been adopted under the provisions of the Assessment Act. The assessment roll of the said municipality has been duly prepared, and that if any person thinks that any property has been wrongfully assessed, or assessed too high, or too low, or that his name or the name of any other person has been wrongfully entered upon or omitted from the roll, he may apply to the Assessor, or to the secretary-treasurer in writing of his complaint, and grounds of his complaint.

DATED at Didsbury, this 5th day of January, 1955.

J. RIDDOCH,
Secretary-Treasurer

AVAILABLE AT ONCE — Nearby Hawlegh business. Splendid opportunity for hustler. Steady year round business. Good profits. Write the Rawleigh Co., A102, Winnipeg, Man. 1-416

FOR SALE — We have 125 pairs of good used skates, all sizes. \$2.00 to \$5.00. Skates on adjustable tables, and odd chairs. Bedroom suite complete. Cotton and spring-filled mattresses. Baby cribs. Anything you want. I have it. I hope! Phone 13, The Honest Jew. ?

FOR SALE — We have houses for sale or rent. H. Roberts and Sons. 9

FOR SALE — Furnished house, fully modern, five rooms and bath. Apply Abe Harder or phone 211. 2-316

REAL ESTATE — We have houses for sale or rent. H. Roberts and Sons. 9

FOR SALE — 5-room house, northeast part of town, on corner lot. Two lots in connection. Apply to Mrs. G. Dippel. 2-316

EAGLE OATS FOR SALE — Hold-over from 1952 crop. Government graded Reg. No. 1 2nd Gen. 99% germ. \$1.35 per bus., cleaned at bin N. D. Litmer & Sons, Bowden, Alta. 3-116

FOR SALE — No. 2 Thatcher, 1000 bus., per bus. \$1.00; No. 6 Thatcher, 1000 bus., per bus. 70c; No. 5 Thatcher, 600 bus., per bus. 80c; barley, 2000 bus., per bus. 70c. C. C. Duele, Massey Harris dealer, phone 20. Carbon. 3-116

MACARTNEY SQUIRES, Painting and Decorating. Free estimates. Phone 441891, Calgary. 2-316

**FARMERS! ASK FOR
PIONEER
PROFIT-PROVEN
FEEDS
AT
Halliday's**

*Look at all 3... you'll see it's
LONGEST-LOWEST-SMARTEST*



'55 PLYMOUTH

*Bigest of the low-priced 3... excitingly new
with Motion-Design styling for The Forward Look
... powerful new V-8 and 6 engines!*

V-8 or 6's

• **PACKED WITH POWER** — New 157-h.p. Hy-Fire V-8 is the most advanced engine in its field. Tops in performance, more torque per revolution. Or, you may choose the new Power Flow or Powerflow Special engines, based on a design famous for thrill and reliability.

• **THREE TRANSMISSIONS** — Wide transmission choice. Synchromesh standard equipment. Powerglide automatic transmission or Overdrive are optional at extra cost.

• **POWER ASSISTS** — Make your driving easier and safer with Power Steering, Full-Time Power Brakes, Power Windows, or Power Seats, available at extra cost.

Here's the car to measure against! Plymouth is more than ten inches longer this year... by far the longest of the three leading low-priced cars. Roomiest, too! Most overall interior space, from instrument panel to rear seat back... most room in the luggage compartment.

Years ahead in style! Lowest and sleekest of all three. Longest hood... most massive grille... most impressive headlamps, set deep in the rakish angle of the front fenders.

• **BUILT TO STAY YOUNG**! When you compare all the Plymouth features, you'll consider that Plymouth weighs the most. Because it's built more solid, stronger. Many extra-value features such as widest rear springs, electric windshield wipers, instant parking brake.

Your Chrysler-Plymouth-Fargo dealer invites you to compare all three. Because, if you do, chances are you'll change to Plymouth!



NEW VISIBILITY is yours through the New Horizon windshield, with a raised hood and swept-back corner posts. It's the first true wrap-around... so you extra visibility at top corners, where you really need it, as well as at the bottom.



NEW CONVENIENCE with Flite Control automatic transmission and power lever. Mounted on the instrument panel where you can move it with a flick of your finger!



NEW STYLE in roomier interiors, upholstered in all-new, quality fabrics that surround you with delightful color and texture. Two-tone hues on seats, doors, and instrument panel all harmonize perfectly with exterior body colors.

Manufactured in Canada by Chrysler Corporation of Canada, Limited

SEE YOUR CHRYSLER-PLYMOUTH-FARGO DEALER FOR THE BEST VALUES OF THE YEAR!

ROSEBUD MOTORS

DIDSBURY — ALBERTA

THE DIDSBURY PIONEER

Established in 1903

Published Every Wednesday at Didsbury, Alberta

Entered as Second Class Matter, Post Office Department, Ottawa
Member of the Canadian Weekly Newspapers Ass'n.
and of the Alberta Division of the C.W.N.A.

Subscription: In Canada, \$2.50 a year; In U.S., \$3.50

JAMES CURRIE, Editor and Publisher

What Goes In 1955?

EDMONTON—Trying to find a starting place in a review of Alberta's progress in 1954 is like trying to find the end of a ball. And like a ball the province's fortunes continued to roll right along in the past year.

There were times when the ball seemed to roll backwards—a poor crop and construction year, hundreds of coal miners thrown out of work by lack of markets a slight drop in wholesale and retail sales. But, generally few people would say the outlook for the province as a whole was anything but bright.

Like the past several years, the progress centred on the development of the province's natural resources, mainly oil and gas, and industrial expansion. Notable in the search for oil and gas were the developments in the Pembina district of Edmonton and the Sturgeon Lake district, in the south Peace River country.

If there were fewer large industrial plants started during the year, there were plenty of indications that even the expansion of the past years would be overshadowed by even more expansion next year. On the drawing boards are plans for cement plants, a pulp mill and chemical factories. The export of natural gas from the province, which some federal and provincial officials seem to think will start this year, is expected to bring the development of industries cannot be exported with the gas, designed to use by-products which

Westcoast Transmission finally announced it will be exporting gas to B.C. and the northwest U.S. under an agreement signed with an American firm which won the right to develop the gas fields in the west states. The Canadian company's gas will come from the Peace River district. Plans also are going ahead for the construction of a gas gathering system in the province, which will feed the big east coast market.

In the field of government and legislature, a variety of new measures have been introduced, old ones revised and revenues and expenditures have reached all-time highs.

The seven-week session of the legislature, held early in the year, included a lengthy education committee hearing and an equally long house debate on the government's proposal to relieve the teacher shortage in the province's isolated schools. The proposal was adopted and last summer 130 persons enrolled in a special six-week teacher training course at the University of Alberta, 120 of them emerging as student-teachers.

The legislature also passed a budget calling for expenditures of nearly \$205 million, a \$30-million increase over the estimated spending of the previous year. Part of the increase was accounted for by additional \$14 million in grants to the over 1,000 isolated municipalities, while more money was slated for roads, public welfare and health.

No one knew at that time, possibly not even Premier Manning, that it would be the last budget he would introduce in the session. In December the premier announced the transfer of Provincial Secretary C. E. Gerhart, stating more time would be required by his mines and minerals post. A relative newcomer to the political scene in the province, Edgar W. Hinman, a Carlton, elected first in 1952, became municipal affairs minister, the post held for many years by Mr. Gerhart.

It was the second cabinet shuffle of the year. Last January, R. D. Jorgenson, Pembina MLA and Social Credit stalwart, became public welfare minister to succeed L. C. H. Goss, who became agriculture minister, the post held by David Ure, who died in a pre-Christmas road accident.

Then there was the Red Deer by-election to fill the vacancy created by Mr. Ure's death. It provided fuel for the fires of political sages, when W. J. C. "Cam" Kirby, a Conservative, was elected, the first new Conservative member in the Alberta legislature in several years.

This new year could provide many new things in the governmental and legislative realm but possibly the province's biggest thrill will come from the celebration, in a variety of ways, of the 50th anniversary of Alberta's birth as a province—and no doubt there will be many predictions of the province's development in the next 50 years.

CHRISTIAN SCIENCE

God's readiness and willingness to heal sickness and sin today, as He did in Christ Jesus' time, will be set forth at Christian Science services this Sunday. Scriptural selections in the Lesson-Sermon entitled "Truth" will include the account of the successful healing missions of Jesus' disciples, as recorded in Luke's Gospel (Chapter 9, 10).

The ever-availability of the Christ-Truth will be brought out in readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy, including the following (142: 31): "Truth is God's remedy for error, every kind of Truth destroys only error and untrue. Hence the fact that, today, as yesterday, Christ casts out evils and heals the sick."

The Golden Text is from Psalms 67(3): "God shall send forth his mercy and his truth."

The feeder, if his grain is of low quality, may, if he has grain from the 1953 crop, mix this with last year's grain, or he may be able to purchase grain of better quality.

In most cases good quality roughage is difficult to purchase and the feeder will find it easier to increase the quality from the grain angle.

If good quality grain cannot be procured the alternative is to feed protein supplements at higher levels when feeding of normal quality grains.

WEDNESDAYS

BATEMAN — SEAL

Rev. Gerald Hutchinson officiated at the double-blessing ceremony when Jean Caroline Faye Seal, only daughter of Mr. and Mrs. P. J. Seal of Breton, and Mr. Donald Edward Bateman, older son of Mr. and Mrs. L. F. Bateman of Didsbury, were united in marriage. The wedding took place on Dec. 27 at 3 p.m. at the Breton United Church.

The bride, given in marriage by her father, wore a floor length white nylon gown with fingertip veil and carried a bouquet of red roses.

The matron of honor, Mrs. Daphne Oelkers, wore gowns of net over taffeta in pastel pink and mauve respectively. Each carried a bouquet of yellow baby mums. Bonnie Levers and Silvana Goss were flower girls. William Biebel and Ian Morrison supported the groom. The ushers were Robert Seal and Kenneth Morrison.

Miss Jean Gower played the wedding music. A reception followed at the Community hall.

Mr. and Mrs. Bateman are residing in Edmonton where they both attend the University of Alberta.

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THEY'RE
HERE
WITH
Flying Colors!



ON DISPLAY TODAY WITH
THAT NEW *Go-Head* LOOK!



Never so new as now... never so far ahead! With a bold, massive new front-end design... handsome new hooded headlights... a dramatic new flair at the sides! It's Oldsmobile's daring new "Go-Head" look! New power too, with the "Rocket" 202! This means 202 horsepower in the mightiest "Rocket" yet! New color, with the widest selection ever in brilliant new "flying color" patterns! New interiors... a superb new "Rocket" ride... all the newest new ideas on wheels! See us and see the car that's out ahead... OLDSMOBILE FOR '55!

OLDSMOBILE
ROCKETS INTO 1955!

POWERED BY THE NEW
"ROCKET" 202 ENGINE!



CLASSIC
A GENERAL MOTORS VALUE

Neatness is everywhere from road to roof! And when you swing wide a door you open a wonderland of rich fabrics and leather, deep carpets, delightful trim. Performance reaches new heights, too! The new "Rocket" 202 Engine is up in compression to 8.5 to 1... and horsepower zooms to 202! Of course, all power features are available. *Oldsmobile for '55 is in our showroom now... come in and see it!

*Oldsmobile offers seven exciting, all-around-new models in three new series for '55—Tinny-Light, Super '55', '55

EDFORD MOTORS

ED FORD, Prop. — DIDSBURY, ALBERTA

Professional and Business Directory

DOCTORS

H. W. EPP, B.Sc., M.D.
C.M., L.M.C.C.
PHYSICIAN & SURGEON
Office west of Hotel
Hours: 11:12-1:30 p.m., except
Wed.—and by appointment
Phone 141 — Didsbury, Alta.

Raymond Asquith
M.B., B.S., D.M.C., D.G.M.
Physician and Surgeon
Office above residence
Hours 1:30 to 6 p.m.
(Except Tuesdays)
Phone 63 — Didsbury

DR. H. S. RAMSEY
CHIROPRACTOR
CLOSED WEDNESDAYS
Special Attention Given
To Foot Troubles
Kemp Block, Olds, Alberta

R. E. McKenzie
M.B., C.M.
Physician and Surgeon
Office in the grounds of
his residence
Appointments Every Afternoon
Except Friday
Phone 64

DENTISTS

DR. C. T. McNICHOL
DENTIST
Office over the Royal Bank
— PHONE 79 —
DIDSBURY, ALTA.

LAWYERS

H. Lynch-Staunton
LL.B.
BARRISTER & SOLICIT.
Notary Public
Res. Phone 118 — Office 120

OPTOMETRISTS

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CALGARY
— 27350 —

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Will Be At
OLDS OFFICE
In Davey Block
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RAYMOND L. SHANTZ
Auctioneer
"Past Performance
Is My Guarantee"
Phone R1211 — Didsbury

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IMPERIAL OIL
AGENT
For All Kinds of
Lubricants & Greases
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IVAN WEBER
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We are now equipped to dig
bases and do small
'dosing' jobs

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CLASSIFIED ADS
— FOR —
QUICK RESULTS

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Didsbury Funeral Home
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Associated with
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JEWELLERS

GUARANTEED
WATCH REPAIRING
"Gifts For All Occasions"
DIAMONDS SOLD BY
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BLORES' JEWELLERY
Phone 133 — Didsbury

NUNDHALI'S Jewellery
WATCHMAKER & JEWELER
ALL WORK GUARANTEED
DIDSBURY — ALBERTA

MISCELLANEOUS

— Call —
DOROTHY'S
BEAUTY SHOP

At Fette Liesemer residence
Two doors west of hospital on
south side of street.
Phone 210, DIDSBURY

We Have A Good Stock of
Men's and Boys' New
BOOTS AND SHOES

Dayton Hand-Made Boots
CLARENCE'S
SHOE SERVICE

PHONE JAY TUGGLE

— 290 —
— 208 —
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PRODUCTS

Residence Phone: 136

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ALL TYPES OF REPAIRS and
ELECTRIC WIRING
OUR SPECIALTY

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EAT
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MORE FEATURES
— MORE VALUE !

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REMINGTON
Quiet-rider

Compare this typewriter and you
will be convinced that here is a
superb portable typewriter that
gives you beautiful printwork and
a new ease of operation—it's quiet
too. It's the only portable with
Miracle Tab and 34 other out-
standing useful features. Budget
Terms. Test Typing trials arranged.

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Phone 18 Didsbury

PEP FOR MEN
Fast, regular, nutritious
Food for men. Men who
work hard, who are on the
move, who are under stress,
who are under pressure. Try
Didsbury PEP. New
formula. Men like it. It
only 50¢. At all drug-
stores.

HOW
ALBERTA'S
FINANCIAL
PROGRAM
HELPS YOUThrough The
Study Window

By REV. C. C. ARMSTRONG

Orderly debt retirement, con-
structive use of revenue, and
aid to municipalities mark the
Alberta Government's financial
program.

Accumulated investments and
surpluses now amount to \$140,-
000,000 more than the remaining
public debt. A provincial
debt, which totalled \$150,159,819
in 1945 has been reduced to ap-
proximately \$91,000,000 in nine
years. Present debt retirement

plans call for the payment of
the entire provincial debt by
1973, but allow the province the
right to call in over 70 per cent
of its debt at any time after
1954.

Under the debt re-organization
program of 1945, retirement
of the debt had been planned
by 1980 but oil revenues
made this goal possible
many years earlier than ex-
pected.

Accomplished total payment of
the provincial debt is possible
after June 1st, 1968 if the Alberta
government has considered
that the interests of the public
would be served better by the
investment of surplus funds in
low-interest loans to finance
urgent municipal capital ex-
penditures.

The Alberta government's
municipal assistance program
is intended to allow municipal
ratepayers to share in the bene-

fits from the development of
provincing natural resources.

During the past five years
direct grants and indirect
financial aid to Alberta mun-
icipalities total \$168,872,000. As-
sistance to municipalities in
loans during this same period
totalled an extra \$109,955,000.
This grand total of municipal
assistance amounts to \$278,-
827,000.

The program of financial as-
sistance to municipalities is not
intended to weaken the inde-
pendence and the financial
self-reliance of local govern-
ments. These low-interest pro-
grams are being offered to help
municipalities to attain a
financial position which will
eliminate further large scale
borrowing, reduce municipal

taxation, and permit an orderly
retirement of municipal debt.

The material benefits of
provincial loans to municipalities
are evident throughout the pro-
vince. Local governments have
used this source of financial
assistance to provide such utili-
ties as water and sewer systems,
which have improved the living
standards of their residents as
well as providing valuable as-
sets capable of producing long-
term municipal revenue.

Under the Rural Electrification
Revolving Fund, loans are
granted to rural electrification
associations. In 1953 an amount
of \$10,000,000 was pro-

vided to assist in the rural elec-
trification program. As at Oc-
tober 31st, 283 loans of \$7,676,-
507 had been made to these
associations. The balance in
the fund as of November 1st
was \$2,323,403.

— TRY —
GOVERNMENT
YOUR BUSINESS

Last summer I was unpinning a
soccer game, and was accused of
faulty vision and bad judgment.
Such unkind remarks hurt my sensitive
nature, and after many months
of weeping silently into my pillow,
decided that something should be
done about the vision. As to the
judgment, bad as it is, little can be
done to improve it.

This week bad judgment and visual
difficulties again interfered with
sport. As I had to be away to get
new glasses, the first day of the
skip, it was I who was responsible
out which I have been doing. Bad
judgment also had a part in my de-
cision not to participate, as in all
likelihood I might have been able to
take part, much to some skip's em-
barrassment.

Perhaps the skip wouldn't be so
embarrassed after all, for all curlers
have occasion to drink deeply of "ad-
versity's sweet milk," philosophy,
and everyone must eat "humble pie"
at some time. As a test of character,
curling has few equals.

Something has been done of course,

to help equalize the game and re-
duce it to a science. Mr. Koenig has
done a great deal in this regard, and
since he is a very capable man
on the ice, his opinions and views
are very helpful, but even he
claims a long acquaintance with Mr.
Trouble. Then, in the realm of the
physical equipment, matched rocks
have been introduced. Instead of
rocks of varying weights and degrees
of slipperiness, the rocks are all the
same quality. Iron stones weighing
up to 60 lbs. have been removed
one at a time, but are now to be found
only in curling museums. It is not
likely however that the vacuum
cleaner will replace the broom.

The spirit of curling is not to the
scientist but to the lover of mystery,
uncertainty and, as has been said,
philosophy. The introduction of car
spins, with prizes of enormous value,
has done little to improve the game
nor to make it more appealing. Hon-
spins, in some areas (I have noticed
very little of this here) have been
marred by excessive drinking. But
the game itself continues to exert its
fascination, for player and onlooker
alike.

Church people and curlers have
much to learn from each other. The
lovers of curling should realize that
team spirit, so important on the ice,
is also essential within the church,
and is to be found within the church.
Indeed, the great appeal of church life
is being part of the 'team' and the
one who takes only casual interest
and as a spectator is missing
the thrill of religion. The pleasure
and interest in religion, Christianity
arouses in its followers can be
found only amongst those who are
not content to substitute for some-
one else but want to be a regular part
of the team. If you don't believe me,
try it for yourself, and instead of
having rocks in the head, you'll want
to have them in the hand.

Church people and curlers have
much to learn from each other. The
lovers of curling should realize that
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of the team. If you don't believe me,
try it for yourself, and instead of
having rocks in the head, you'll want
to have them in the hand.

AGRICULTURAL
SERVICE
BOARD
NOTES
W. K. Snyder
Field Supervisor

Kill Those Coyotes: Reports con-
tinue to come to me of the numerous
coyotes running about the country.
They are creating a menace, espe-
cially to the sheep ranchers. Some
people say that the coyote is their
friend, and that they should be
allowed to maintain a balance of
nature. This is true as far as it goes
but when the coyote population be-
comes too high they will of necessity
turn to other sources of supply to
satisfy their hunger.

We don't aim at eliminating the
coyote but we do want to keep the
numbers down to the point where they
do not raid flocks and herds of
stockmen. Shooting or the use of
coyote traps are the easiest ways
to do this but if you haven't a
gun or hounds you can still destroy
coyotes with poison pellets or cyanide
guns. They are simple to handle,
safe to use, and effective in operation.

If you have a coyote problem, come
in to see me any Friday at the Muni-
cipal office and I will give you com-
plete instructions and supply you
with the materials. Don't forget,
FRIDAY is the day that you will find
me at the office for sure.

Hoover calves numbering 3,359 were
slaughtered during the month of De-
cember. Numerous milk cows on
various farms have also been blooded.
You would hardly like to use
milk from cows infected with Bangs
disease and run the risk of taking
undulant fever. It is possible by
means of a blood test to determine
whether cows have the disease or not,
for \$1.00 per head.

DIDSBURY OPERA THEATRE

Week-Day Shows at 8:00 p.m.

Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.: MON., TUES., WED.:
JAN. 20, 21, 22: JAN. 24, 25, 26:

RIOTOUS
Comedy!

"The Titfield
Thunderbolt"
Colour by
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A. J. ARTHUR BANK
ORGANIZATION PRESENTATION

"VICE
SQUAD"
(Adult)
Edward G. Robinson
Paulette Goddard
Coming Attractions ...

MOGAMBA
CRUEL SEA
WALKING MY BABY
BACK HOME
ROGUE COP
GYPSY COLT
RETURN TO
PARADISE

The "PIONEER" Will
Supply Your Printing
Needs Promptly and
Efficiently

Phone 12

DIDSBURY

Reddy Kilowatt is on top every time
when it comes to value.

From the time you get up in the
morning 'till you flick off the light at
night he's there to help you — with
the washing, ironing, cooking, clean-
ing, almost every household chore.

Add up all the chores he does in
YOUR home and you'll agree that
Reddy is your most dependable
servant.

LOW
IN
COST!

And Reddy does all these chores
for you, for less money than be-
fore World War II. Actually on the
average, residential customers
get twice as many kilowatt hours
for \$1.00 than they did in 1939.

Yes, folks, while the cost of every-
thing else has been going UP, the
cost of electricity has been going
DOWN. What else in your family
budget gives you so much for so
little money?

Reddy Kilowatt
CALGARY POWER LTD.
SERVING ALBERTA

* The average price per kilowatt hour paid
for electric service for farm use today, too, is
less than 50% of what the average price
paid by farm customers was in 1939.

Used Goods At A Good Price !!

1947 3-TON FORD TRUCK, with winch and grain body, new 8:25-20 tires and fair motor \$750

1953 MERCURY 3-TON TRUCK —

In fair condition \$1750.00

1947 PLYMOUTH SEDAN —

This car is clean and good \$700.00

1950 PLYMOUTH SEDAN —

Just fair \$850.00

DON'T MISS THESE BARGAINS AT HAROLD E. OKE

Your Machine Man . . .

PHONE 10

DIDSBURY

FOR HIGH CLASS PRINTING AT THE RIGHT PRICE . . . CONTACT THE DIDSBURY PIONEER**AUCTION SALE****DAVE MAILER'S DAIRY AUCTION SALE OF MILCH COWS AND SPRINGING HEIFERS**

The Auction Sale will be held at Dave Mailer's farm, located half mile west of Calgary: go west on 26th Ave. to 37th St. S.W., then go half mile straight west to the farm. (Follow the signs).

FRIDAY, JAN. 21st, at 1:00 p.m. Sharp

— 65 HEAD OF DAIRY CATTLE —

T.B. Tested. Bangs calfood vaccination or Bangs tested, comprising 21 Head of Holstein heifers, 2 to 3 yrs. id; 3 head have freshened, the balance to freshen in January and February; One Holstein cow, fresh, six years old; 18 head Jersey cows and heifers from 2 to 6 years old (two head are fresh and the balance are springing heavy); 12 head Guernsey cows and heifers, 2 to 7 yrs. old; two head are fresh, balance springing heavy; seven head of heifer calves, 6 to 12 months old; seven head new-horn calves (five heifers and two bulls).

NOTE: This is a good young herd of dairy cattle. Very gentle and in nice condition. Don't miss this sale if you want good milk cows and heifers. Absolutely no reserve.

Lunch served at nominal fee — Terms. No Reserve

Owner: **DAVE MAILER**, Phone 1198821, CalgaryAuctioneer: **GEORGE MacLEAN**, Lic. No. 75

424 8th Ave. N.E., Calgary

Phone 63594

When we say we're
Electrical Experts
it's NO idle chatter!

FIRST CLASS WORK GUARANTEED . . . Factory training and the latest scientific tools and equipment help our expert mechanics do the job quicker . . . for less money.

Let us check your car's nerve system TODAY

ORIGINAL
AUTO-LITE
SERVICE PARTS

TED STAUFFER

PHONE 54.

OLDS ALTA

CAMPBELL'S FOOD STORE
PREMIER MEATS
"THE COMPLETE FOOD CENTRE"
RAY and BETH CAMPBELL

INGERSOLL BABY ROLL CHEESE, 1 lb. 50c
LIBBY'S STEWED TOMATOES, 20 oz. 2 for 53c
CLUB PEACHES, 20 oz. 2 for 53c
McGAVIN'S FRUIT CAKE, 2 lbs. 85c

SATURDAY MEAT SPECIALS !!!
MERCHANTISE GUARANTEED
FREE DELIVERY

GROCERIES 134

MEATS 42

DISTRICT NEWS**M.V.B.C. NEWS**

(From Our Own Correspondent)

Rev. D. M. Taylor is holding a week of special revival meetings in the Crowsnest United Missionary Church. He began on Sunday and will go out each evening this week.

Edward Widmark, piano teacher, announced that he could take several additional piano students for the winter months.

Mr. Widmark and several students attended the Rubenstein concert last Thursday evening in Calgary.

Mr. and Mrs. A. Habermehl entertained the college faculty Thursday evening for dinner. It was greatly appreciated by all who were able to go.

All the students were out on Gospel service work on Sunday. It was a big day for them. Possibly this form of practical work is appreciated by most students.

Mrs. D. M. Taylor and family were entertained in the home of Mr. and Mrs. Lynn Hunsperger on Sunday last.

The Choral Society is progressing. A number of new members joined within the last couple of weeks. It is not too late for you to come too.

Lone Pine W.I.
January Meeting

The ladies of the Lone Pine W.I. met at the home of Mrs. Owen Milne on January 12th. Ten members and 2 visitors were present. Roll call was answered with a baking hint. Mrs. Milne and Mrs. T. Maran are new members. Mrs. R. Long was named auditor to replace Mrs. A. Brander.

The meeting voted to again subscribe 100 per cent to Home and Country magazine.

Donations of \$5 each were made to the A. W. Fund and the Mrs. E. Marion Memorial Fund. The Provincial dues 7 cents per person member fees and A. C. W. W. travelling funds all to be paid.

Miss Merle Seibert gave the Handicraft topic and the Citizenship topic prepared by Mrs. Schumaker was read.

Mrs. J. Neilson and Mrs. O. Schneider are co-hostesses for the first W.I. meeting. The meeting will be held at the home of Mrs. Neilson on Jan. 20th. Everybody welcome.

Any girls between the age of 12 and 22 interested in joining a 4-H Garden Club please contact Mrs. Owen Milne as soon as possible.

Mrs. J. Underhay held the contest with Mrs. Bill Haderer being the winner. Mrs. J. Neilson won the 10 cent draw.

The February meeting will be held at the home of Mrs. C. Eherer on the 9th. Roll call is a bar of hand soap.

LIFE'S ESSENTIALS
Life is mostly frost and bubble
Two things stand like stone—
Kindness in a neighbor's trouble,
Courage in your own.**Television-Radio****Sales-Service**
WE CARRY A
COMPLETE LINE OF
RADIO PARTSRepair Work
Guaranteed**IT'S HERE!****Admiral**
TV-RADIO-
Phonograph

The Assiniboines
• Advance Cascade Classics
• Long distance radio
• Bell-set Automatic
• 3-speed phonograph
• Inclined speaker mounting

Edford Motors

DIDSBURY — ALBERTA

Redeemer Lutheran Reports Successful Year In 1954

The annual winter meeting of Redeemer Lutheran Church was held on Sunday evening, Jan. 16, in the church basement. The first major item of business was the financial statement by the congregational treasurer, Mr. H. W. Folkmann. He reported that the congregation collected \$5,032 for home purposes and \$2,709 for outside purposes. It was also reported that all debts on the church had been paid off and the church is debt free. In a financial recapitulation the assembly was informed that the congregation and all its societies raised a total of \$10,102 during 1954.

A memorial chime fund has been started. Many members, instead of donating flowers at funerals, make small donations toward such a worthy cause. Others may make donations in memory or special anniversaries. It was decided that these funds be loaned to the District Church Extension Fund until such a time that they are needed for the purchase of a set of chimes.

The annual meeting for 1955 was begun with the election of officers. Mr. Dan Reinhardt and Mr. Jack Rees were elected as elders for a three-year period. Mr. Dan Reinhardt also became a member of the trustees for three years. Mr. Erhard Reinhardt was elected as congregational treasurer, replacing Mr. H. W. Folkmann, who had served the congregation for 10 years, but who requested to be relieved of the position.

Rev. E. B. Fox was re-elected as secretary. Mr. Elmer Pieper was elected as congregation president, replacing Mr. Reinhardt. Mr. Reinhardt served as president for the past 30 years. These new officers will be installed next Sunday, at which time the retiring officers will also receive the thanks of the congregation for services rendered the congregation.

After various other items of business were discussed, the pastor gave a brief report on the work of the congregation. A complete report is being mailed to each member. Under God's blessing the congregation has as yet maintained its membership. A total of 66 services were conducted, with the average attendance being 187. Twenty-five children received Christian Baptism. Fourteen children and one adult were received as members through the solemn rite of Confirmation. Five weddings were performed. Two adults and one infant were called to eternal rest. A total of 84 attended the Lord's Supper.

The Adult Bible Class meeting every Sunday, studied the Book of Daniel, Hebrews, and currently is discussing the Book of Job. The average attendance is 41. In Sunday school, nine teachers and one non-teaching officer, are in charge of an enrollment of 71 children. Through the use of weekly collection envelopes by the Sunday school children, the offering has increased during the previous year. Vacation Bible School and Saturday school are other assemblies of the congregation to instruct the children. Each child was offered a total 197 hours of religious instruction throughout the year.

The Walther League and the Ladies Aid also enjoyed blessings during the past year, both in respect to their studies and also financially. Both these agencies work untiringly for the welfare of the congregation and they are to be highly commended for their efforts.

The Westcott Community Club held another evening of cards at the school on Friday night. There were six tables of whist and three of 500. The winner in the whist were: Mrs. B. Weidner and Mr. Duane Jacobson. Consolations went to Marian Wilshusen and Darlene Klinch.

Winners in the 500 were: Mrs. Otto Folkmann and Mr. B. Weidner. Consolations: Mr. Earl Klinck and Mr. Herman Daseford.

Mrs. E. Dolman of Rumney is visiting the past year, both in respect to their studies and also financially. Both these agencies work untiringly for the welfare of the congregation and they are to be highly commended for their efforts.

Mr. and Mrs. Herbert Goetzen were guests at a turkey dinner at the home of Fred Goetzen on Friday.

Born at the Grande Prairie hospital on Jan. 12th, to Mr. and Mrs. Lyle Johnson (Marjorie Goetzen), a son.

Mr. Fred Metz and Mrs. Edna Dowell were callers at the Herbert Goetzen home last Friday afternoon.

An evening of cards under the auspices of the Community Club, will be held at the Westcott school house on Jan. 28th. Keep the date in mind!

CHEERIY ON YOUR WAY

The springs in new cars are of such high quality that you can scarcely feel the bump when you run over a pedestrian.

MERCURY **WM. COWAN** **JOHN DEERE**
McLean SALES & SERVICE **QUALITY FARM EQUIPMENT**

Prepare For Spring NOW !!**HERE ARE THREE GOOD REASONS WHY YOU CAN GET 100 CENTS ON THE DOLLAR VALUE IN A 2-3 PLOW TRACTOR RECONDITIONED AND WARRANTED — NOT A 50-50 WARRANTY BUT A FULL 100 PER CENT WARRANTY.**

- (1) **JOHN DEERE AR** (New Rubber)
- (2) **COCKSHUTT 30** (Creep Gear and Live POWER SHAFT, STARTER & LIGHTS).
- (3) **OLIVER INDUSTRIAL**, STARTER AND LIGHTS.

NOTICE
To All Our Customers**CHELSEA "GOLDEN ROSE" PATTERN CHINA**
DOWN IN PRICE !!!

Cups and Saucers, now	\$5.00
Cream and Sugar, now	\$8.00
Cake Plate, now	\$6.00
MANY NEW NUMBERS ADDED INCLUDING DINNER PLATES (Closed All Day Wednesdays)	

BLORES' JEWELLERY

The thrifty shopper buys where he or she is invited to shop. Your advertisement in The Didsbury Pioneer is an invitation to over 90 percent of the people of Didsbury and district to buy their needs in your place of business.

For Better Winter Starting**BRING YOUR CAR IN NOW
FOR OUR TUNEUP SPECIAL !!!**

TUNE YOUR MOTOR
CHANGE YOUR OIL AND GREASES
ADJUST YOUR BRAKES
ALIGN YOUR WHEELS
Our Specialty Is Satisfied Customers !!!
BODY SHOP IN CONNECTION

PREVOST MOTORS

PHONE 14

DIDSBURY

Quarters of Beef**CUT UP FOR YOUR LOCKER OR DEEP FREEZE****AT A REAL SAVING !!!****WE CARRY A COMPLETE LINE OF
FROZEN FISH FILLETS****KIRBY'S MEAT MARKET**

PHONE 127 — DIDSBURY

Immediate Possession**QUARTER SECTION ADJOINING TOWN OF DIDSBURY****DIDSBURY**, all under cultivation. Very good buildings. Work in town, live in the country.

Price \$75.00 Per Acre

REIBER BROTHERS

Where Insurance Is A Business, Not A Sideline

C. E. Reiber PHONE 90 A.W. Reiber

BEST ATTAINABLE IMAGE

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FIT FOR A QUEEN !!!

We'll show you how to remodel and streamline your kitchen... make it "fit for a queen."

Our staff has 33 years of experience in creating kitchens that will reduce housework... give you more storage space... give you a kitchen that you will be proud to show-off.

Come in - or call 125, for a FREE estimate.
BUDGET TERMS EASILY ARRANGED

ATLAS LUMBER CO. Ltd.
DIDSBURY, ALTA. ▼ ▼ ▼ Phone 125

LARRY SINCLAIR, Manager

PHONE 125

BETWEEN STOCK-TAKING, CURLING, FOLLOWING THE RAMBLERS AND LOOKING AT TELEVISION, WE ARE VERY BUSY BUT IN THE MEANTIME IF THERE IS ANY HARDWARE WANTS ON YOUR LIST GIVE US A CALL AND WE WILL TRY AND TAKE TIME TO HELP YOU OUT!!!

MAC'S SERVICE HARDWARE

W.A. McFarquhar, prop. — Phone 33

Folkmann's Clothing

PHONE 124 — DIDSBURY

LADIES COATS AND HATS ...
— TO CLEAR AT —
20 PER CENT DISCOUNT

LADIES' CARDIGAN & PULLOVER SWEATERS
— TO CLEAR AT —
20 PER CENT DISCOUNT

THE KEY TO

HER HEART



Priced from 3c to \$1.00
Boxed Valentines 59c
Assorted Valentines 20 for 49c
Assorted Valentines 16 for 39c
Assorted Valentine Cutouts 12 for 59c

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Members of the Ladies' Gold Club are reminded of the annual meeting of that organization, to be held at the home of Mrs. George Thring on Wednesday, Feb. 2, at 8 p.m.

The Masonic bonspiel will be held Wednesday, Jan. 26. All those interested contact Mr. J. Wordie or Mr. T. Morris. ★

Mr. Cari Morris of Big Valley was a weekend visitor with his parents, Mr. and Mrs. T. Morris. ★

St. Cyprian's church branch of the Women's Auxiliary met recently at the home of Mrs. Nedra Freeman, where the following officers were elected: honorary president, Mrs. E. R. Doyle; vice-president, Mrs. J. Rupp; secretary-treasurer, Mrs. L. H. Sinclair; little helpers, Mrs. David Pratt; Dorcas, Mrs. Sydney Wilkins. ★

LAC and Mrs. A. Miller, of Sherbrooke, Que., are visiting the former's sister and family, Mr. and Mrs. Ed Wigging, for several days. LAC Miller has left to report to Cold Lake where he will be stationed in future. ★

There will be morning service at St. Cyprian's Anglican Church on Sunday, Jan. 23, at 11:45. ★

Mr. and Mrs. H. Halliday were Great Falls visitors over the weekend where Mr. Halliday attended the mid-winter cabinet meeting of Lions International. ★

Bobby Bussell has been accepted into the Royal Canadian Navy and will leave shortly for an Eastern Canada training centre. ★

Mrs. Lydia Grange left Monday for Edmonton to spend several days visiting her son Royden. ★

Dr. Asquith wishes to announce his office will be closed on Friday, Jan. 21 when he will be attending the medical conference in Calgary. ★

Miss Vivian Caithness of Calgary was a weekend guest at the home of her parents, Mr. and Mrs. J. Caithness. ★

Mr. and Mrs. Alex Easton were Sunday visitors with relatives at Cochrane. ★

\$1.60 a day Hospital Contracts may be purchased this month only at \$10.00. This offer is to resident non-ratepayers of the Hospital District and can be had at the hospital. ★

Dr. R. E. McKenzie will be attending medical meetings in Calgary and will be over from Friday evening until Saturday morning. For urgent calls he can be contacted through his office or the hospital. ★

Mrs. E. Baptist of Calgary spent a few days in town visiting friends and relatives. ★

A very successful meeting of the I.O.D.E. was held last Thursday. Mrs. Jack Robertson gave a Review on Canadian News for the year 1954. Mrs. J. Shannon gave a review of World News for 1954. ★

Mr. and Mrs. J. E. Jackson gave a very interesting report on the Queen Elizabeth hospital in London. The chapter donated approximately 20 nursery bags during the past year. ★

The pot luck supper held Saturday evening at Knox United church by the C.G.I.T. was very well attended. Approximately \$40 was realized by the silver collection. ★

The members of the Didsbury Shun Club would like to thank all those who supported its UNICEF Fund by contributing so generously in the recent drive. All contributions will be forwarded to headquarters in New York. ★

SKATING SCHEDULE ANNOUNCED BY BOARD

Wednesday, January 19 — 2:00 - 4:30 — Skating.
4:30 - 5:30 — Shiny.
9:00 - 10:00 — Public skating.

Thursday, January 20 — 3:00 - 5:00 — Children's skating.

Friday, Jan. 21 — 7:30 - 10:00 — Public skating.

Saturday, Jan. 22 — 2:00 - 4:30 — Skating.

8:00 - 10:00 — Public skating.

Sunday, January 23 — 2:00 - 4:00 — Public skating.

Monday, January 24 — 3:30 - 4:45 — Children's skating.

4:45 - 6:00 — Shiny.

Tuesday, January 25 — 3:30 - 4:45 — Children's skating.

4:45 - 6:00 — Public skating.

Wednesday, January 26 — 2:00 - 4:30 — Children's skating.

7:30 - 10:00 — Public skating.

Thursday, January 27 — 3:30 - 5:00 — Children's skating.

3:30 - 5:00 — Children's skating.

Saturday, Jan. 29 — 2:00 - 4:00 — Children's skating.

Note re Shiny: This is intended to give those children who do not play on the regular hockey team a chance to get some hockey practice. Only one puck to be allowed on the ice at a time.

Dance to the music of Vandy Capron and his Calgary band, on Friday, Jan. 21, at Melvin's hall. ★

Rugby F.U.A. local will hold a meeting Thursday, Jan. 20 at the home of Lloyd Chandler, at 8:30 p.m. ★

The Melvin W.I. will hold a bake sale Saturday, Jan. 22 in the Red & White store. ★

The annual congregational dinner of St. Cyprian's Anglican church will be held at the Lions hall on Wednesday, Jan. 26 at 7 p.m. All Anglican families are cordially invited to attend. ★

A dance will be held at Rugby hall on Friday, Feb. 4. Krebs' Merry-maker orchestra. ★

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WESTERDALE NEWS

(From Our Own Correspondent)

The January meeting of the Willing Workers was held last Wednesday afternoon at the home of Mr. F. Moore, with Mrs. Pat Mahoney as hostess. The meeting opened with a song, followed by repeating the creed. Roll call was answered by 12 members giving New Year's resolutions.

Arrangements were made to purchase prizes for the bingo party to be held at the hall Friday, Jan. 21 at 8:30 p.m. sharp. Sixteen games for \$1.00.

Mrs. S. Jackson very kindly offered her home for a winter party on January 31. A silver coffee spoon was presented to Mrs. F. J. Jackson as a returning officer.

The Birthday Bank was opened and proceeds for the year totalled \$6. Quiet music was discussed and decided to leave arrangements till next meeting. Mrs. R. Jackson was in charge of a car bar, which was won by Mrs. J. E. Bolton having 48 articles. Donna Herbert with 45 and Mrs. J. P. Schrader, with also 45.

The tea money hostess prize was won by Mrs. J. Cowie. Lunch was served by the hostess, assisted by Mrs. J. P. Schrader, Mrs. R. Jackson and Mrs. J. E. Bolton.

Three tables of whist were played at the hall on January 10, with honours going to Mrs. Jones and Mr. Allard. Resolutions and thanks to Mr. and Mrs. Jackson and Mrs. Bolton. Next party will be held at the home of Mr. and Mrs. S. Jackson on January 31. All are welcome.

Another good crowd attended the dance at the hall last Friday.

Mr. Bill Wigley, who has been transferred from Drumheller to Hay River, N.W.T. recently to assist as driller on an oil rig, arrived unexpectedly Saturday afternoon to spend an overnight visit at the home of Mr. and Mrs. J. Jackson before returning to Edmonton Monday morning.

Mr. and Mrs. J. E. Bolton and Mr. W. Wigley attended the annual meeting of the Melvin Club held at the home of Mr. and Mrs. E. Krebs on January 10.

Arthur Jackson has been in practicing goal tending with the Didsbury Rambler. ★

LATE CLASSIFIED

FOUND — The following items which were misplaced in certain spots in town have been turned in to the Pioneer office. Two boxes of Cout's cards, face clothes, children's stockings, tee shirt, apron and white puzzle; dish clothes. Owners may claim same by calling at the office.

WANTED — A girl to share furnishings in a light housekeeping room with telephone operator. Apply Mrs. C. Shields, Didsbury, phone 49-1126.

HELP WANTED — Responsible lady to take care of child in modern home. Phone 295-2112.

CARD OF THANKS

We would like to take this opportunity to thank those of you who helped make our pot-luck supper a success.

DIDSURY C.O.T.

CARD OF THANKS

We wish to thank Dr. McKenzie and all our neighbors and friends who sent flowers and cards of sympathy and were so kind and helpful during our recent sad bereavement.

THE INOLIS FAMILY

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NOTICE

Hospital Contracts

Resident non-ratepayers may purchase Hospital Contracts during the month of January. The cost is \$10 for the year. This entitles the holder to \$1.00 a day ward rate and extras at 50¢ a day. "Extras" means operating-room, X-rays, most drugs and medicines, dressings and laboratory tests.

Contracts can be obtained at the hospital.

DIDSURY MUNICIPAL HOSPITAL

IN DIDSBURY IT'S
RANTON'S

Your Home Town Store

— CLEARANCE SALE CONTINUES —
MORE SPECIALS !!!

Exquisite Form Brassieres —

Regular \$2.25, for	\$1.69
Regular \$1.65, for	\$1.19
Regular \$1.50, for	99c

Men's Gabardine Shirts —

Regular \$8.95, for	\$6.29
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RANTON'S
YOUR HOME TOWN STORE

The thrifty shopper buys where he or she is invited to shop. Your advertisement in The Didsbury Pioneer is an invitation to over 90 percent of the people of Didsbury and district to buy their needs in your place of business.

Celebrate Our 24th Anniversary

AND SAVE MONEY AT THESE PRICES !!!

APPLE & STRAWBERRY JAM, 4 lb. tin	67c
SHIRIFF'S LUSHUS & DESSERTS	3 pkgs. 25c
KRAFT CHEESE BABY ROLLS	51c
SWIFT'S BROOKFIELD BUTTER, lb.	64c
LARD, 3 lb. pkgs.	49c
MAXWELL HOUSE COFFEE, 1 lb.	\$1.17
AYLMER CATSUP, 13 oz. bottle	2 for 45c
ALPHA MILK, tall tins	6 for 98c
PURITY and FIVE ROSES FLOUR, 98 lbs.	\$5.95
CREAMED CORN, 15 oz. tin	2 for 31c
AYLMER GREEN BEANS, 15 oz. tin	2 for 29c
ROBIN HOOD GOLDEN CAKE MIX, 2 pkgs.	45c

\$10.00 GROCERY HAMPER FREE THIS WEEK!

HALLIDAY'S
CASH GROCERY

Pump Repairs . . .

BRING YOUR PUMP TROUBLE TO

LEESON HARDWARE

We Have the Tools and the "Know-How"

Always a Good Stock of Repairs and Parts

Pipe — Pump Rod — Cylinders

Couplings — Pipe Fittings

1 Only !!! DEEP WELL PRESSURE SYSTEM —

To Clear at Big Reduction

Leeson Hardware

Extra Pants Free

JANUARY

Suit Sale

SAVE FROM \$15.00 TO \$35.00
ON YOUR NEW SUIT

J. V. Berscht & Sons
PHONE 36 — DIDSBURY